

Message Text

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PAGE 01 PARIS 25105 101626Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CAB-05 CIAE-00 COME-00
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-----028948 111109Z /10
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FM AMEMBASSY PARIS
TO SECSTATE WASHDC 5978

UNCLAS PARIS 25105

E.O. 11652: N/A
TAGS: EAIR, FR
SUBJECT: BOEING LAUNCHES NEW SALES CAMPAIGN FOR B-707

1. BOEING LAUNCHED ITS CAMPAIGN ON AUGUST 8 TO PROMOTE SALES OF THE 707 EQUIPPED WITH THE CFM-56, A NEW ENGINE MANUFACTURED UNDER A COOPERATIVE AGREEMENT BETWEEN GENERAL ELECTRIC AND THE FRENCH FIRM SNECMA (SOCIETE NATIONALE D'ETUDES ET DE CONSTRUCTION DE MOTEURS D'AVIATION). NEW PLANES MAY BE ORDERED FOR DELIVERY IN 1981 OR 707'S ALREADY IN SERVICE CAN BE REFITTED WITH THE NEW MOTOR, WHICH OFFERS SIGNIFICANT FUEL SAVINGS AND NOISE REDUCTION. SALES PROJECTIONS FOR THIS PLANE, WHICH CARRIES 130-160 PASSENGERS ON LONG DISTANCE HAULS, RANGE FROM 100-200 PLANES.

2. EMBASSY CONTACTED REPRESENTATIVES OF BOEING, GENERAL ELECTRIC, SNECMA AND CFM INTERNATIONAL, THE JOINT VENTURE OPERATED BY GE AND SNECMA. THEY WERE OPTIMISTIC ABOUT THE SALES POTENTIAL FOR BOTH THE PLANE AND THE NEW ENGINE, ALTHOUGH NO ORDERS ARE YET IN HAND. THERE IS VIRTUALLY NO COMPETITION FOR THIS MARKET, I.E. LOW DENSITY, LONG DISTANCE ROUTES.

3. THE ENGINE, TESTED IN A BOEING PROTOTYPE, IS
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MANUFACTURED ON A STRAIGHT 50/50 SPLIT BETWEEN GE AND SNECMA. ASSEMBLY WOULD PROBABLY TAKE PLACE IN THE U.S. FOR BOEING'S CONVENIENCE. HOWEVER, IF SOLD FOR EUROPEAN PLANES, IT COULD BE ASSEMBLED THERE.
HARTMAN

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NNN

Message Attributes

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